

DUPLICATE

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Media Placement Services
Attention: Peggy Shufelt
709 Westchester Dr.
Suite 101-102
High Point, NC 27262

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
967718-1	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WXII	WXII House Local WXII Hous	Winston Salem	Local

Advertiser	Product	Estimate Number
Troxler/R/NC Comm of Agri	POLITICAL	

Flight Dates	Order #	Alt Order #
10/29/12 - 11/06/12	967718	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
Political Duplicate File Copy

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	11/02/12	M-F WXII 12 News @ 5 a 5-6am		MTWTF--	:30	3	\$65.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	3	\$65.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/29/12	5:20 AM	M-F WXII 12 News @ 5 am	5-6am	:30	TROXLERBIGCI TY	\$65.00 NM
1	WXII	Tu	10/30/12	5:22 AM	M-F WXII 12 News @ 5 am	5-6am	:30	TROXLERFUTUREREVI SED	\$65.00 NM
3	WXII	W	10/31/12	5:46 AM	M-F WXII 12 News @ 5 am	5-6am	:30	TROXLERLEADERSHI P	\$65.00 NM
2	10/29/12	11/02/12	M-F WXII 12 News @ 6 a 6-7am		MTWTF--	:30	2	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	W	10/31/12	6:12 AM	M-F WXII 12 News @ 6 am	6-7am	:30	TROXLERBIGCI TY	\$250.00 NM
3	WXII	Th	11/01/12	6:52 AM	M-F WXII 12 News @ 6 am	6-7am	:30	TROXLERFUTUREREVI SED	\$250.00 NM
3	11/05/12	11/05/12	NBC Today Show	7-9am	M-----	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	11/05/12	8:35 AM	NBC Today Show	7-9am	:30	TROXLERFUTUREREVI SED	\$250.00 NM
4	10/29/12	11/02/12	NBC Today Show	7-9am	MTWTF--	:30	4	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTWTF--	4	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WXII	M	10/29/12	7:28 AM	NBC Today Show	7-9am	:30	TROXLERFUTUREREVI SED	\$250.00 NM
2	WXII	Tu	10/30/12	8:57 AM	NBC Today Show	7-9am	:30	TROXLERLEADERSHI P	\$250.00 NM
4	WXII	W	10/31/12	8:30 AM	NBC Today Show	7-9am	:30	TROXLERFUTUREREVI SED	\$250.00 NM
1	WXII	Th	11/01/12	8:49 AM	NBC Today Show	7-9am	:30	TROXLERLEADERSHI P	\$250.00 NM
5	10/29/12	11/04/12	NBC Sunday Today	8-9am	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	11/04/12	8:29 AM	NBC Sunday Today	8-9am	:30	TROXLERBIGCI TY	\$225.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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967718-1	11/11/12	November 2012	10/29/12 - 11/05/12
Advertiser	Product	Estimate Number	
Troxler/R/NC Comm of Agri	POLITICAL		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/29/12	11/04/12	NBC Sunday Today Class of Time - Pre-emptible with notice	8-9am	-----S	:30	1	\$225.00	NM
6	10/29/12	11/04/12	M-F WXII 12 News @ No12-1pm Class of Time - Immediately Pre-emptible without notice	12-1pm	MTWTF--	:30	3	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII M 10/29/12 12:25 PM M-F WXII 12 News @ Noon 12-1pm :30 TROXLERLEADERSHIP \$50.00 NM									
1 WXII Tu 10/30/12 12:27 PM M-F WXII 12 News @ Noon 12-1pm :30 TROXLERBICITY \$50.00 NM									
3 WXII W 10/31/12 12:28 PM M-F WXII 12 News @ Noon 12-1pm :30 TROXLERLEADERSHIP \$50.00 NM									
7	10/29/12	11/04/12	M-F WXII 12 News @ 6 p6-630pm Class of Time - Immediately Pre-emptible without notice	6-630pm	MTWTF--	:30	2	\$325.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 2 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/30/12 6:13 PM M-F WXII 12 News @ 6 pm 6-630pm :30 TROXLERFUTUREREVISSED \$325.00 NM									
2 WXII W 10/31/12 6:22 PM M-F WXII 12 News @ 6 pm 6-630pm :30 TROXLERBICITY \$325.00 NM									
8	10/29/12	11/04/12	M-Su WXII 12 News @ 11-1135pm Class of Time - Immediately Pre-emptible without notice	11-1135pm	MTWTF--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/29/12 11:32 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 TROXLERBICITY \$250.00 NM									
Total Spots							17		

Payment Terms 30 Days

<u>Gross Total</u>	\$3,220.00
<u>Agency Commission</u>	\$483.00
<u>Net Amount Due</u>	\$2,737.00